

DO NOT SELL MY PERSONAL INFORMATION

Bella is committed to consumer transparency. The questions and answers below help explain what the “Do Not Sell My Personal Information” link on our website means and what happens if you click this link.

Why is there a “Do Not Sell” Link?

We provide a “Do Not Sell” link to comply with the California Consumer Privacy Act (CCPA). The CCPA is a California data protection law that gives California residents certain rights, including the ability to tell Bella not to “sell” their personal information. Although the CCPA only gives California residents this right, Bella has chosen to provide this right to all customers. Please see our [Privacy Policy](#) for more information.

What is a “Sale” of Personal Data Under the CCPA?

The CCPA definition of “sale” is broader than the common understanding of that term. Under the CCPA, a “sale” includes any sharing or transfer of personal information where “value” is received, not just selling in exchange for money.

Does Bella “Sell” my Personal Information?

In the traditional sense, Bella does not sell personal information, such as your name, address, phone number or banking information. In fact, we only share this type of information with third parties who will provide a service to you on our behalf, if you ask us to share the information (such as when you ask Bella to help you complete a transaction), or for legal reasons, as further described in our Privacy Policy (e.g., fraud prevention).

However, due to the CCPA’s broad definitions of “sale,” activities that are common for digital providers like Bella, such as use of digital analytics for service optimization and sharing information in order to promote new services that may be of interest to you, could be deemed a “sale” under the CCPA. In some cases, we may use third parties to provide these services.

How do Third Parties Use my Data?

If we can ensure via contract that a third-party will use a piece of information, such as your mobile device number, solely to provide a specific service we have requested, and will not use or share the data for other purposes, we will not deem that sharing to be a “sale.” In most cases, we’ve determined that our data analytics providers that measure how users engage with our websites and apps meet this standard. In these cases, we will not block sharing that data even if you choose to opt-out through the “Do Not Sell” link.

In some cases, Bella does not ultimately control how your data may be used by a third-party (particularly in cases in the online advertising ecosystem). As a result, we are currently treating our sharing of data with some of these third-parties as a “sale” under the CCPA.

What Happens if I Click the “Do Not Sell” Link?

If you click the “Do Not Sell” link, we will attempt to block further sharing of your data with the third-parties that we use on our digital properties or any other entity that does not fall within a permitted exception under the CCPA.